

## **The regional development strategy based on territorial marketing (The Case of Russia)**

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### **Abstract**

Regional marketing is a tool for shaping the internal advantages of the region, investment and economic development factors, increasing attractiveness of the area as a whole. Implementation of active organizational and economic changes in Russia's regions will lead to stabilization and subsequent growth of the national economy and social development. Modern Russia is characterized by a new qualitative state of a national economic, political and social life, it is becoming a significant part of the worlds growing economic integration and globalization processes. This makes the question of competitiveness of the country as a whole incredibly important. It is crucial to find a compromise between the diverse economic interests, the formation of innovation management, as well as to enhance the country's participation in the international division of labor and cooperation of labor. © IDOSI Publications, 2012.

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### **Keywords**

City branding, Regional economy, Territorial marketing